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**CLAIMS**

What is claimed is:

1. A computer-implemented method for retrieving a stored broadcast segment associated with a transmitted broadcast segment in response to a user inquiry, the user inquiry referencing a time and a date of broadcast, and a station identifier of the transmitted broadcast segment, the user initiating the inquiry upon receiving the transmitted broadcast segment, the method comprising:

configuring a broadcast segment database with a plurality of stored broadcast segments associated with respective broadcast times, broadcast dates, station identifiers and identification information;

generating a first bookmark in response to the user inquiry, wherein the first bookmark includes information describing the time and date of broadcast and the station identifier from the user inquiry;

storing the first bookmark in association with a user identification code in a user database;

retrieving a first stored broadcast segment corresponding to the first bookmark from the broadcast segment database; and

transmitting the first stored broadcast segment to a user-selected destination.

2. The method of claim 1, further comprising after the transmitting step, storing the first stored broadcast segment in a user-selected storage location associated with the user identification code for subsequent retrieval and review by the user.

3. The method of claim 1, wherein the step of generating the first bookmark includes the steps of:

recording the time and date of broadcast of the transmitted broadcast segment with a mobile communications device upon entering the station identifier in the mobile communications device; and

transmitting the first bookmark from the mobile communications device to the user database.

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4. The method of claim 1, wherein the first stored broadcast segment includes a title of a creative work, the creative work selected from the group consisting of: a sound recording, a video program and a movie.

5 5. The method of claim 4, further comprising after the transmitting step:  
retrieving with a vendor managed data processing system the creative work  
corresponding to the title; and  
storing the creative work in a user-selected storage location.

10 6. The method of claim 1, further comprising before generating the first bookmark:  
assigning the user identification code upon completing a user-profile; and  
generating a set of demographic data for each user when retrieving from the  
broadcast segment database.

15 7. The method of claim 6, further comprising the step of verifying eligibility of the user  
to retrieve the first stored broadcast segment from the broadcast segment database.

8. The method of claim 1, further comprising before generating the first bookmark:  
configuring a communications device that is responsive to the user initiating the  
20 inquiry;  
generating the time and date of broadcast of the transmitted broadcast segment with  
the communications device; and  
selecting the station identifier of the transmitted broadcast segment from a stored  
list of station identifiers, wherein the stored list is stored in a memory arrangement of the  
25 communications device.

9. The method of claim 7, wherein the step of transmitting the first stored broadcast  
segment includes the step of configuring the mobile communications device as the user-  
selected destination.

30 10. A system for retrieving a stored broadcast segment associated with a transmitted  
broadcast segment in response to a user inquiry, the user inquiry referencing a time and a

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date of broadcast, and a station identifier of the transmitted broadcast segment, the user initiating the inquiry upon receiving the transmitted broadcast segment, the method comprising:

a broadcast segment database configured with a plurality of stored broadcast segments associated with respective broadcast times, broadcast dates, station identifiers and identification information;

means for generating a first bookmark in response to the user inquiry, wherein the first bookmark includes information describing the time and date of broadcast and the station identifier from the user inquiry;

means for storing the first bookmark in association with a user identification code in a user database;

means for retrieving a first stored broadcast segment corresponding to the first bookmark from the broadcast segment database; and

means for transmitting the first stored broadcast segment to a user-selected destination.

11. The system of claim 10, wherein means for generating a first bookmark includes a mobile communications device configured and arranged to store the time and date of the first broadcast segment upon entering the station identifier associated with the transmitted broadcast segment.

12. The system of claim 11, wherein the transmitted broadcast segment includes a creative work received by the user from a broadcast station associated with the station identifier, the creative work selected from the group consisting of: a sound recording, a video program and a movie.

13. The system of claim 11, wherein the stored broadcast segment includes a title of a creative work, the creative work selected from the group consisting of: a sound recording, a video program and a movie.

14. The system of claim 13, wherein means for retrieving the first stored broadcast segment includes a vendor managed data processing system configured to use the title to

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retrieve from the broadcast segment database the creative work associated with the title, the vendor managed data processing system further configured to transmit the creative work to the user-selected destination.

5     15.     The system of claim 11, further comprising a user-profile database accessible by a vendor managed data processing system and configured to store a set of demographic data in association with the user identification code, the demographic data being generated as each user retrieves stored broadcast segments from the broadcast segment database.

10     16.     The system of claim 11, the mobile communications device further comprising a receiver arrangement configured to receive and decode a signal that includes the transmitted broadcast segment that is transmitted at a selected radio frequency, wherein the mobile communications device is configured to store the time, date and selected radio frequency upon the user initiating the inquiry.

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17.     A computer-implemented method for retrieving a stored broadcast segment associated with a transmitted broadcast segment in response to a user inquiry, the user inquiry referencing a time and a date of broadcast, and a station identifier of the transmitted broadcast segment, the user initiating the inquiry upon receiving the transmitted broadcast segment, the method comprising:

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          configuring a broadcast segment database with a plurality of stored broadcast segments associated with respective broadcast times, broadcast dates, station identifiers and identification information;

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          generating a first bookmark in response to the user inquiry, wherein the first bookmark includes information describing the time and date of broadcast and the station identifier from the user inquiry;

          storing the first bookmark in association with a user identification code in a user database;

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          retrieving a first stored broadcast segment corresponding to the first bookmark from the broadcast segment database;

**Table 1.** Mean values of the variables used in the analysis

transmitting the creative work to a mobile communications device and storing the

5 creative work in a memory arrangement of the mobile communications device.